Public Outreach and Response Report





hwest ERSITY Master Plan Update Public Outreach and Response Report











As part of the Master Plan Update process, Northwest University has engaged in a comprehensive public outreach and education effort to ensure that neighbors and other interested parties are aware of all elements of the proposal and have had the chance to provide input and comments. As a result, NU has made adjustments to the proposed Master Plan Update and believes it to be a better proposal than the preliminary plan first presented to the City at the pre-submittal meeting in January 2016. The following is a summary of the public outreach activities, major themes heard, and adjustments made to the plan based on public comment.

PUBLIC OUTREACH

Communication and Public Education Tools Employed:

- **122 Email address:** Created and promoted electronic comment email address: <u>masterplan@northwestu.edu</u> to encourage public comment; received a total of 122 emails
- >1,330 Dedicated Webpage: To ensure transparency and easy access by the public, developed a Master Plan webpage at https://www.northwestu.edu/master-plan/ to host all documents and presentations. Over 1,330 unique page views through June 13
 - eNewsletter: Created and sent an electronic newsletter following each open house to growing list of stakeholders (including all who signed up at the open houses), currently at 116. Content included links to documents including elements of the plan, timeline and invitation to comment
 - **Press releases:** Sent two press releases to local media announcing open houses, resulting in stories both times
 - >7,500 Direct Mail and Electronic Postcard Invitations: Sent 7,400 direct mailed (first class) hard copy postcard invitations to all (3,700) residences in the Houghton Community Council boundary announcing each of the two open houses (March, May). And sent over 100 electronic versions of the invitation to groups, asking they be forwarded to members and constituents
 - **Yard Signs:** Posted 60 yard signs along 108th Ave NE, NE 53rd Street and other adjacent streets in days before open houses to announce events
 - White papers: NU President Dr. Castleberry wrote two essays, Why Tennis? and Why Open and Light the Fields? to provide a more comprehensive narrative on how these elements meet NU's mission

Channels of Communications:

Open House Invitations and eNewsletters forwarded through and/or content forwarded via the Central Houghton Neighborhood Association; Eastside Preparatory School; LWYSA; Kirkland and Juanita Lacrosse organizations; Kirkland Reporter

Open Houses and Community Stakeholder Meetings:

March 30 Open House

May 9 Open House

Kirkland Children's School and Seventh Day Adventist Academy leaders joint meeting LWSD Emerson Campus leaders

Lake Washington Youth Soccer Association (LWYSA) leaders

Lake Washington Lacrosse and Juanita Lacrosse association leaders

Boys and Girls Club of Kirkland program director

Eastside Preparatory Academy, leaders meeting

Central Houghton Neighborhood Association monthly meeting, invited to present Neighbors who live on the north boundary of the University

Input Received

203

A total of 203 comments and letters were received and responses sent in the period from January 1 through June 25, 2016. See Comment/Response Record, and file of all comments received

Major themes of public comments

- 1 Support for the proposed Master Plan Update and University's outreach efforts
- 2 Questions about opening up fields to the community
- 3 Interest in maintaining campus character
- 4 Questions about building mass, height and clustering
- 5 Interest in environmental sustainability
- 6 Questions about how proposed Master Plan elements support NU's mission
- 7 Questions about noise, light, buffer maintenance and security
- 8 Questions about increased traffic, parking and safety related concerns

Adjustments to the Master Plan Proposal based on community input

- 1 Eliminate proposed additional access drive onto NE 53rd Street
- 2 Reconfigure tennis center parking
- 3 Explore undergrounding utilities along NE 53rd Street
- 4 Explore 30' netting of sports fields
- 5 Enhance fence and security at athletic field buffer
- 6 Enhance buffer at tennis center
- 7 Explore a number of sustainability initiatives
- 8 Adjustments to the proposed shared field use policy

Appendix A: Samples of Communication Tools, Public Outreach and Education

Appendix B: NU Master Plan: Consolidated Comments and Response Report

Appendix C: All Comments Received Including Letters and Emails

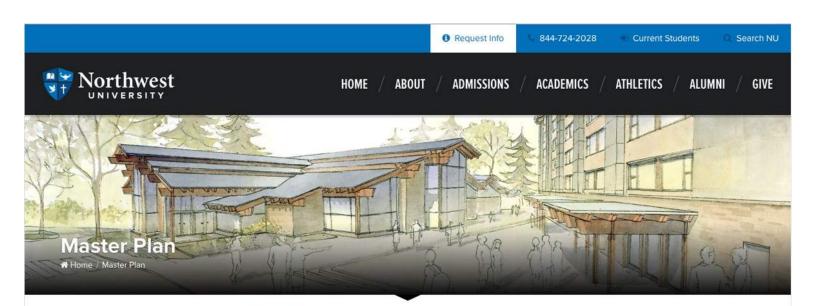
PUBLIC OUTREACH AND RESPONSE REPORT

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Appendix A

Samples of Communication Tools,
Public Outreach and Education



View Renderings

Master Plan

MASTER PLAN

Master Plan

View Renderings

Plan Analysis

Athletic Fields

Why Tennis?

Review Process

Comment Report (PDF)

Contact Us

Master Plan

Contact Us

Review Process

Key elements of the proposed Master Plan include the addition of four new buildings, replacement of three existing buildings and associated improvements, modifications to height limits in some areas of campus, clarification of enrollment caps and athletic field use, revision of traffic patterns, addition of parking stalls, alteration of campus access off of NE 53rd and more.

We have received over 100 comments from our neighbors and the public and are grateful to all who took the time to attend our Open Houses, meet personally with us, and send in their input. "We deeply appreciate the support for our University here in the Houghton neighborhood and understanding that to remain a vital institution we must continue to invest in our facilities." says Dr. Joseph Castleberry, President. Other themes raised in public comments included traffic and parking, building size and location, an interest in maintaining the overall character of the existing university campus, access to field use and other facilities by the community, impact on immediate neighbors, and how the master plan implements the mission of the University.

66 The Houghton community of Kirkland has been our permanent home since 1958, and we are very pleased to enhance for the community the benefits associated with having the University as a neighbor. 99

- Dr. Joseph Castleberry, Northwest University President

Send comments and questions to: masterplan@northwestu.edu Next Open House: Monday, May 9th, 6 pm



April 2016

Master Plan Update News

Dear Neighbor,

Thanks to so many of you who attended our first Master Plan Update Open House last week on March 30th. As we update the Master Plan, our goal is to ensure a vibrant future for the University, and to continue to be a good neighbor here in Houghton.

We are early in the Master Plan process and encourage you to send us your thoughts and questions. Below you'll see that we've included the presentation boards from the Open House, along with a timeline to show you where we are in the process.

Would you please mark your calendar for **Monday**, **May 9th**, **at 6 pm**, to attend the second Master Plan Open House? We will continue to collect and incorporate your comments through April and will report back to you at the May 9th Open House.

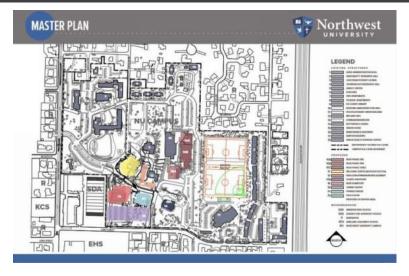
Please send your comments and questions to masterplan@northwestu.edu.

Warm regards, Dr. Joseph Castleberry, President

Why update the Master Plan?

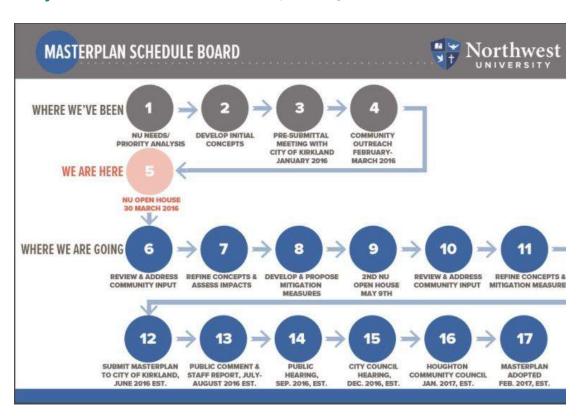
A thriving future for Northwest University requires updating our facilities. The Master Plan update gives us a 20-year planning horizon.

Northwest University wants to be an institution - in both appearance and product - the Kirkland and Houghton community can be proud of.



We want to share the assets of this University with our neighbors in a way that makes sense and contributes to the higher good.

Project Timeline See link below to open in larger format



March 30 Open House Document Library

Click on the links below to find the boards displayed at the March 30 Open House

- 1. Master Plan
- 2. Key Master Plan Elements
- 3. Proposed Buildings
- 4. Campus Character
- 5. Height Limits
- 6. Setbacks
- 7. Outdoor Athletics
- 8. Athletic Field Lighting
- 9. Field Lighting Advances
- 10. Indoor Athletics
- 11. Transportation Analysis Approach
- 12. Preliminary Study Area Intersections
- 13. Parking and Access
- 14. Existing Landscape and Proposed Buildings
- 15. Field Perimeter Landscape
- 16. Landscape Improvements
- 17. Phasing Plan
- 18. Master Plan Process Timeline

Send comments to: masterplan@northwestu.edu Come to the Open House, Monday, May 9th, 6 pm

Northwest University | masterplan@northwestu.edu | www.northwestu.edu |

STAY CONNECTED:



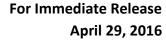






Northwest University, 5520 108th Ave NE, Kirkland, WA 98033

SafeUnsubscribe™ betty@langtonspieth.com Forward this email | Update Profile | About our service provider





Contact:

John Jordan, CPA, CGMA, Chief Financial Officer 425-889-7788 | john.jordan@northwestu.edu

Please join us: Northwest University Master Plan Update Second Open House, Monday, May 9, 6–8 p.m.

Kirkland, Wash. — Community members and other interested people are invited to attend Northwest University's second open house, held in response to public comment, to learn more about adjustments made to Northwest University's proposed Master Plan Update. The open house is scheduled for:

Monday, May 9, 2016

Argue Health and Sciences Center (HSC) Room 104 (see a campus map at: www.northwestu.edu/assets/documents/about/campus map 2016.pdf)

6–6:30 p.m.: View display boards and talk to consultants and NU leaders

6:30 p.m.: Presentation

Until 8 p.m.: View display boards and talk to consultants and NU leaders

"We've received over 100 comments from our neighbors and the public and are grateful to all who took the time to attend the March 30 Open House, meet personally with us, and send in their input," said Dr. Joseph Castleberry, the University's president. "We deeply appreciate the support for our University here in the Houghton neighborhood and the understanding that to remain a vital institution, we must continue to invest in our facilities."

Other themes raised in public comments included traffic and parking, building size and location, an interest in maintaining the overall character of the existing campus, community access to athletic fields and other facilities, impact on immediate neighbors, and how the Master Plan implements the mission of the University.

Key elements of the proposed Master Plan include the addition of four new buildings, the replacement of three existing buildings and associated improvements, modifications to height limits in some areas of campus, clarification of enrollment caps and athletic field use, revision of traffic patterns, addition of parking stalls, alteration of campus access off of NE 53rd, and more.

The open house is part of NU's Master Plan public engagement effort that also includes meeting with neighborhood groups, neighboring institutions, individuals, and others interested in the plan. To request a meeting or more information or to provide feedback, contact us at masterplan@northwestu.edu. The University expects to submit its formal Master Plan Update application to the City of Kirkland in June.

Northwest University is a regionally accredited, private, non-profit Christian university offering associate, bachelor's, master's, and doctoral degrees. Established in 1934, NU has been driven by its mission to build a learning community dedicated to spiritual vitality, academic excellence, and empowered engagement with human need.

Kirkland Reporter

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www.kirklandreporter.com/news/373255501.html

NEWS

Northwest University to hold open house for proposed new facilities



NORTHWEST UNIVERSITY

Northwest University - Image Credit: Contributed Art



















Mar 25, 2016 at 7:00AM

Northwest University has invited residents from surrounding communities to an open house at which the university will discuss its new master plan.

The plan includes the construction of four new buildings and the replacement of three additional buildings, among other projects.

At the heart of the master plan is the construction of a new pavilion, replacing one of the oldest buildings on campus.

"(The Pavilion is) really not conducive to a college athletic program," Northwest University Chief Financial Officer John Jordan said. "We've got our mens' and womens' basketball teams where games are often standing-room only. We're going to make it bigger."

The improvements would also provide separate locker rooms for visiting teams.

The master plan includes projections for a new dorm, a tennis center and a fieldhouse for restrooms and team use near the soccer field.

The plan also calls for a possible replacement of the university's fitness center, with the hope of developing a physical therapy focus in the future. Page 11

Kirkland Reporter





NEWSLETTERS www.kirklandreporter.com/news/377414421.html

NEWS

Northwest University unveils extensive 20-year plan



















Apr 28, 2016 at 12:00AM updated at 3:16PM

Northwest University could have a new gymnasium pavilion and a sparkling new tennis center by 2020, according to a university master plan released as part of an open house on March 30.

Athletic updates and a focus on the southeast corner of the campus appear to be central to the university's master plan, with two new plazas planned between buildings.

The tennis center, which would be the first of nine construction phases stretching to 2037, could begin construction as early as 2017.

The planned facility would sit along the southwest corner of the campus, and would feature six indoor tennis courts with restrooms and locker rooms in the center of the building, and would also have an indoor running track on the eastern end.



Northwest University - Contributed art

- Image Credit;

The second phase would be the reconstruction of the current gymnasium pavilion, which university officials have said is too small for athletic events.

The new pavilion would have collapsible seating on all four sides with a main court in the center of the central space, and a separate configuration for three practice courts with seating folded away.

The proposed pavilion is expected to have a capacity of about 950 seats — over 600 more than the current setup.

The athletic plaza rests in the space between the pavilion, the tennis center and a planned fitness center, which would be built between 2022 and 2024, according to the plan.



Northwest University Master Plan Update 2nd Open House Monday, May 9, 6 to 8 p.m. Program begins at 6:30 p.m.

On campus in the Argue Health and Sciences Center (HSC), Room 104.





PRESORTED FIRST CLASS MAII U.S. POSTAGE PAID SEATTLE, WA PERMIT NO. 4

Please join us for this second Master Plan Update Open House for more information about adjustments to the proposed Master Plan based on community input. University officials and project consultants will be on hand to answer your questions. Program begins at 6:30 p.m.

If you have questions or would like more information, please contact masterplan@northwestu.edu.

The Argue Health and Sciences Center is located on the NE corner of campus. Enter at our main entrance on 108th, take first left, and follow NE 58th Way around to the HSC at top of hill. It is the red brick building with grey trim. A campus map is available at discovernu.com/map.

MASTER PLAN UPDATE OPEN HOUSE

MAY 9, 6 – 8 P.M. ARGUE HSC ON CAMPUS





Why Open and Light the Fields? The Future of the Barton Fields

About thirty years ago, the Seattle Seahawks lost their lease on the property that is now Carillon Point and began making plans to relocate outside of Kirkland. City Council Member Randy Barton, who also served as Northwest University's Director of Development, approached the Seahawks on behalf of the city to ask them to stay in town, offering them a free, 15-year lease on vacant property owned by Northwest University. It seemed good to the Houghton Community Council, the City of Kirkland, the Seahawks, and Northwest University to pursue that partnership, and for 22 years, the Seahawks practiced, carried out business, and, in many cases, lived in Kirkland. The arrangement offered benefits to the university, to Houghton, and to the whole city.

When the Seahawks left Kirkland to build permanent facilities in Renton, Northwest University took over the fields, with their use restricted by code only to the university. While the university wanted to make them available for broader use, we were financially unable to begin the full master plan revision process that would have made it possible. Now that we are carrying out that process, we want to expand the use of the fields for the maximum benefit to the University and Kirkland community sports leagues.

There are three major reasons the university wishes to expand the use of the fields. First, expanding the use of the fields would provide a real benefit to athletes living in Houghton and Kirkland. Due to the severe shortage of athletic fields in Kirkland, the City has long desired access to our fields for community sports. Heavy usage by University athletic teams during the Fall and Summer semesters would not permit very much outside use of the fields while school is in session, but during the months from May to August, the fields lie virtually unused. We would like to accommodate the City of Kirkland's desire to use the fields during reasonable hours. Along with such an arrangement would come a rich bonus—the happy sounds of kids at play during summer months.

A second reason for expanding the use of the fields is that the natural grass fields are expensive to maintain, requiring extensive watering and maintenance, and the existing artificial turf field is aging fast and in need of replacement. The University would like to resurface the entire area with artificial turf, providing a drier and safer field that would require less maintenance. Without some income from renting the fields to the City Parks and Recreation Department, it will be difficult for us to achieve such a resurfacing. We do not anticipate to profit from such an arrangement beyond the help it would offer us to improve and maintain the fields for student athletes.

Finally, the improvement of and expansion of access to the Barton Fields directly enhances our fulfillment of the university's mission. Our mission calls us to be "a learning community dedicated to spiritual vitality, academic excellence, and empowered engagement with human need." Athletic competition constitutes a very important academic exercise, in which athletes are both learners and teachers. Everyone at Northwest benefits academically from the lessons learned in sports. Along this line, we wish to install lights in order to decrease the amount of class time missed by athletes and to enable more students to attend games outside class hours. Furthermore, we believe athletics enhance spiritual vitality, offering transcendent experiences for athletes and spectators alike. We also appreciate the way the expansion of our field use would allow us to meet the needs of athletes in our community.

In addition to resurfacing the fields, the university would like to install high-tech lighting that would allow us to use the fields after classes during winter months. Without lighting, students miss significant time in classes in order to play afternoon games. Our motivation here is purely academic.

We would expect that the zoning would limit all use of the lighting to early evening hours. Both University and outsiders would be subject to city codes on lighting and noise restriction. The construction of a small field house near our parking lot would provide restrooms and changing areas close to the field. Our neighbors have asked us to provide such facilities. Finally, we would like to provide bleacher seating to accommodate spectators for special occasions such as playoff games. Such occasions do not occur every year, but in the past, they have drawn up to 300 spectators for two or three days per year. The bleachers would also allow parents and friends to watch community sports games.

Were it not for the wisdom and cooperation of the city and community councils, the Barton Fields would never have existed. We believe it is right and good—and central to our mission and supported by city policies—to make the fields available for wider usage by residents of the city.

With excitement about the future,

Joseph Castleberry
President



Why Tennis? Continually Building a Learning Community

Month after month throughout the school year, Northwest University hosts visiting, prospective students for an immersion experience on campus called "Northwest Fridays." As President, I greet them and their parents and talk about the Mission Statement of Northwest University, which I personally wrote as part of an 18-month process of appreciative inquiry to discern the deepest values and aims of our historic and present people. "We the people," I quote from memory . . .

Of Northwest University, carry the Call of God by continually building a learning community dedicated to spiritual vitality, academic excellence, and empowered engagement with human need.

As I exegete the statement, line by line, precept by precept, I explain what it means to us to be a "learning community." It means that everyone at Northwest is a teacher, and everyone is a learner. Our learned professors bring lifetimes of study and experience, but new freshman also bring knowledge to us. Every generation sees the world through its own eyes, and each one sees things the others don't see. In the classrooms, the residence hall lounges and rooms, the concert halls, the chapel services, the fitness center, and on athletic fields and courts and bleachers, we are all teachers, and we are all learners. I always point out that there are things athletes learn through sports that are not as easily learned in other university activities—things like teamwork, discipline, competitiveness, persistence, gradual improvement and mastery, playing our way back from injury. Even as athletes learn on the courts and fields, they teach the rest of us.

Sports have been a crucial part of the educational experience since Plato taught Aristotle in the academy. As the Duke of Wellington was once famously quoted as saying, "The Battle of Waterloo was won on the playing fields of Eaton." In America, collegiate athletics became so important in the 20th Century that the popular reputations of universities may be determined more by their athletic teams than by their classrooms and labs. Like other universities, Northwest believes in the deep academic value of athletics. That is why we give monetary awards called "athletic scholarships" to star players. We recognize the scholarly value of their teaching role in our learning community.

The value of athletics for our scholars goes beyond the intercollegiate sports that get the most public attention. We want all of our students to be involved in physical training and conditioning, playing intramural sports, working out in the fitness center, running the streets and paths of beautiful Kirkland, and just unwinding with pick -up games among friends. When I came to Northwest nine years ago as a new president, I had always enjoyed playing golf and occasionally tennis, but I had never kept up a practice of routine physical training. Because I wanted something in common with our athletes, I started running. Within a few weeks, I injured myself and wound up in the training room with our "official" athletes. A bond between us began to form in shared hardship and recovery. I kept running and have finished four full marathons over the past six years, and many shorter races. The lessons I have learned in training for long distance running have enriched me and made me a better president, and a stronger person.

As a religiously inspired academic community, Northwest University places great emphasis on the concept of spiritual vitality—a key component of our Mission Statement. Anyone who has ever attended a high school pep rally knows that spirit is part of the game. There is a rush in the human spirit when a play is perfectly executed—not only in the athlete but among the spectators. The perfect shot that wins the game, the beautiful goal that just eludes the defender, the elegant move that can only be described as "poetry in motion." All of these factors build the human spirit and illustrate the spiritual dimension of athletics. Theologically, Northwest teaches according to Romans 12:1 that God has designed every human activity as a form of worship, and we see athletics precisely as

that—an exercise of worship. While we equally value music and science and nursing practice and chapel services and all of our other activities as expressions of worship, none of these outrank athletics. As Harvard University cognitive psychologist Howard Gardner has demonstrated in The Theory of Multiple Intelligences, human beings have at least eight different kinds of intelligence, and as Christians, we believe they exist for the glory of God.

Why Tennis?

As beautiful as running in Kirkland can be, and as perfect as it is for summertime beach volleyball, it does not provide an easy environment for year-round training due to our long wet winters. When Dan Willman of Northwest High Performance Tennis first approached me about building a tennis center eight years ago, I was immediately interested. We seriously considered the idea of building such a center on the former Seahawk fields, but ultimately decided that we needed them too much for soccer to give them up. When Dan Willman approached us again a few years later, we figured out that we could make space for the courts if we put parking lots under them. Subject to the approval of the City of Kirkland and the Houghton Community Council, we believe a new tennis facility will greatly enhance our learning community

I was immediately attracted to tennis because of my own sporadic participation in the sport, but also, because a new indoor sports facility at Northwest would provide a dry, warm place in the winter that would provide an indoor running track, another informal basketball court, and space for calisthenics and other sports training. While only a few Northwest students play tennis on the existing outdoor courts, it is amazing that anyone plays on them, since they are currently cracked and possibly unsafe, and they are wet for so many months each year. (We will resurface them this summer as part of our new commitment to tennis.) Building an indoor tennis facility would open up an opportunity for students to adopt and develop an elegant sport that can be played throughout their lifespans. In addition, a large new indoor facility would create space for winter events, fairs, contests, concerts, and other creative uses. No other place on campus provides indoor space where our whole campus community can gather.

A corollary of our Mission is our Strategic Plan—the detailed plan for how we will go about fulfilling the Mission. In that plan, we have embedded a slogan: "More Elite, but Less Exclusive." That slogan expresses our desire to limit the growth of our traditional undergraduate student body to 1,200 students—the same size as Whitman College, Washington's most highly ranked liberal arts college. While we do not want a large undergraduate student body, as we continue to grow in academic reputation we want to become more selective about who we admit, crafting a highly talented, dazzlingly diverse, spiritually committed student body that we can empower as leaders for the future. At the same time, we plan to increase the number of ways in which students can pursue a Northwest University degree—through extension sites, church partnerships, online programs, and as-yet-undiscovered educational modes. As the Kirkland Campus grows more selective, more and more students who can afford our tuition prices will choose to come (enhancing our ability to help more needy students), and tennis will be an important point of attraction. All of the most prestigious colleges in Washington sponsor intercollegiate tennis—Whitman, Whitworth, Pacific Lutheran, Puget Sound, and their sister institutions in Oregon who play in the Northwest Conference of NCAA Division III. The less selective colleges do not offer tennis. Our strategic plan to make Northwest academically more excellent and financially more secure (the latter being no small consideration) suggests that we should add intercollegiate tennis to our sporting options.

Ethnic diversity is an important part of our vision for Northwest, and we are delighted that Northwest High Performance Tennis invests significant funds in scholarships for students from diverse racial and economic backgrounds to learn to play tennis. Some of those students will find Northwest a compelling option when they are ready for college, and we look forward to adding them to our beautiful, diverse student body—helped by collegiate athletic scholarships partially provided by the tennis center.

Expanding the Community

Northwest University has long committed its campus to serve as a park for Houghton residents, as our popular disc-golf course illustrates. Neighbors walk our campus with their pets throughout the year, especially in the

warm, dry months. The Indoor Tennis Facility will provide additional ways for us to serve our neighbors, especially those who play tennis and must drive to other places to find dry courts. I have seldom seen a day in Kirkland—no matter how rainy—when there were no runners on the street, and we believe our indoor running track will attract many neighbors. We want to share our campus with Kirkland, expanding our learning community and enhancing the Town and Gown atmosphere that college towns are famous for. The neighborhood has needs with which we can uniquely engage, and that is central to our mission too.

With excitement about the future,

Joseph Castleberry President Due to the large amount of personal information (mailing and email addresses) included in the Appendix B and Appendix C, Staff has decided to not post these comments on the project website.

Printed versions of the appendices are available for public viewing as part of the official file which is available at Kirkland City Hall.